A system, method and computer program product are provided for managing content for output on a wireless device. Content selected for output on a wireless device is displayed on a management screen substantially as it will be displayed on the wireless device. Organization and formatting of the content is allowed. A method for structuring navigation data in a wireless publisher is provided. Content selected for output on a wireless device is aggregated in a habitat having views with windows. An identifier of each of the views and windows is depicted in a navigation tree. Links of the windows are displayed under the identifiers of the associated windows. Linking from one window in one view to another window in another view using the navigation tree is allowed. In a further embodiment, a method for presenting a preview of content on a display of a wireless device is provided.

Respectfully submitted,

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